

Message Text

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E.O. 11652: N/A

TAGS: EGEN, BTRA, IT

SUBJECT: PRATO FAIR INVITES US DELEGATION

1. PRATO TOWN COUNCILMAN IORIO BORCHI (CHRISTIAN DEMOCRAT) CALLED AT CONSULATE TO REQUEST ASSISTANCE IN ARRANGING HIGH LEVEL AMERICAN PARTICIPATION IN PRATO CITY SPONSORED QUOTE SEPTEMBER FAIR UNQUOTE FROM SEPTEMBER 13 THROUGH 16. SINCE PRATO IS OVERWHELMINGLY A TEXTILE CENTER, FAIR WILL FOCUS ON TEXTILES THUS PREFERENCE IS FOR APPROPRIATE LEVEL EXECUTIVE OF ONE OF THE TEXTILE TRADE ASSOCIATIONS AND TOP TRADE JOURNALIST IN TEXTILE FIELD AND/OR FROM TOP TEXTILE TRADE JOURNAL.

2. PRATO GOVERNMENT EXPECTS TO COVER LOCAL COSTS BUT REMAINS UNCERTAIN THAT IT WILL BE POSSIBLE TO PAY INTERNATIONAL TRAVEL COSTS THEREFORE AT BEST IT WOULD APPEAR THAT INVITEE MUST EITHER BE PREPARED PAY OWN TRAVEL COSTS OR ALREADY HAVE PLANS TO BE IN AREA MID-SEPTEMBER.

3. WHILE ENTIRE PROGRAM WILL LAST MONTH OF SEPTEMBER AND REPRESENTS EFFORT TO REVIVE LONG DORMANT 15TH CENTURY CUSTOM, DURING THE FOUR PRINCIPAL DAYS OF CELEBRATION (SEPTEMBER 13-16) PLANS CALL FOR: SHOWING OF LOCAL TEXTILE PRODUCTION, 13TH# TEXTILE MACHINERY EXHIBIT AND FOOTBALL CONTEST, 14TH# ROUND TABLE ON TEXTILES AND FUTURE (OR PAST) WITH SPEECH BY US

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PARTICIPANT, 15TH# TOURISTIC TOURS, 16TH. DELEGATIONS FROM

YUGOSLAVIA, RUMANIA, IRAN AND WEST GERMANY HAVE ALSO BEEN INVITED.

4. PRATO MUNICIPA COUNCIL IR EEE IS PREDOMINANTLY COMMUNIST# THE TINY CHRISTIAN DEMOCRATIC MINORITY IS SPONSORING THIS REVIVAL AND IS ANXIOUS TOHAVE EFFECTIVE AND HELPFUL US PARTICIPATION. THEY INTEND FOCUS ATTENTION ON THE US BE EEE BICENTENNIAL . PROJECT HAS APPROVAL AND SUPPORT OF MINISTRY OF FOREIGN TRADE WHICH MAY PROVIDESUBSIDY. EXPECT NATIONAL PUBLICITY ON PRATO FAIR INCLUDING 15 MINUTES NATIONAL TELEVISION. US IS BOTH A MAJOR SUPPLIER OF RAW MATERAILS (10 MILLION DOLS ANNUALLY) FOR PRATO INDUSTRY AND LEADING CUSTOMER ABSORBING APPROXIMATELY 33 PERCENT OF TOTAL OUTPUT. SOME US MACHINERY IS ALSO USED LOCALLY. PRATO POPULATION IS ONLY 165,000 BUT EMPLOYS ABOUT 400,000 PEOPLE MOST COMING FROM SURROUNDING TUSCAN COUNTRYSIDE. PRATO NEIGHBORS FLORENCE AND HAS ECONOMIC AND SOCIAL IMPORTANCE BEYOND ITS SIZE. IMPACT OF EVEN SMALL US DELEGATION CAN ACHIEVE DISPROPORTIANATE EFFECT (CONSULATE AND EMBASSY, OF COURSE, INTEND SEND REPRESENTATIVES TO FAIR).

5. ACTION REQUESTED: CONSULATE AND EMBASSY DESIRE SUPPORT BORCHI INITIATIVE AND REQUEST APPROPRIATE ASSISTANCE IN PUBLICIZING THIS EVENT AND OBTAINING ATTENDANCE BY TRADE JOURNALIST, TEXTILE PROFESSIONAL FROM TRADE ASSOCIATION, ACADEMIA, GOVERNMENT AND/OR INDUSTRY. IN ADDITION TO DELEGATION, BORCHI IS PUSHING EFFORT TO FIND APPROPRIATE VEHICLE TO FOCUS ATTENTION ON US BICENTENNIAL AND FELICITY OF US-ITALIAN RELATIONS. CHORAL OR OTHER TYPICALLY AMERICAN MUSICAL GROUP PRESENTATION WOULD SEEM APPROPRIATE. CONSULATE WOULD ALSO APPRECIATE ANY INFO OR ADVICE WE COULD USEFULLY PASS TO BORCHI REGARDING POSSIBLE GROUPS HE COULD INVITEWITH PROSPECT OF SUCCESS. GORDON

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